

LEO BURNETT U.S.A.

A Division of Leo Burnett & Company, Inc.

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# MAJOR BUCKS



**Full rich flavor,  
not full price.**

Available in Kings & Kings Lights

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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90's, suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg  
"tar," 1.0 mg nicotine av. per cigarette by FTC method.

